J90 C8915-2-F

Times Mirror
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The Press

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We are writing to inform you of a mistake in our recent report, The People, The Press and Politics 1990. Through a computing error, our analysis overstated the percentage of the public who spontaneously associate the Republican party with "Conservatism," "Rich monied interests," "business-oriented," and "not for the people". Figures for unaided associations with the Democratic party were also in error, but the corrected figures are not substantively different than those originally reported. All other survey results were correct as reported. The table below shows the correct figures for unprompted association with the two parties.

WHAT DOES IT MEAN TO BE A REPUBLICAN?

(Unprompted Replies)

	1987	1990
Top Mentions		
Conservative	21	22
Rich, powerful, monied interest	18	21
Business-oriented	13	10
Not for the people	5	4
Against government spending	5	6

WHAT DOES IT MEAN TO BE A DEMOCRAT?

(Unprompted Replies)

	1987	1990
Top Mentions		
For working people	21	18
Liberal	18	18
Too much government spending	7	3
Cares for poor, disadvantaged	7	7
For social programs	7	9
number of interviews	(2169)	(3004)

We made much of the seeming dramatic increase in identification of the Republican party with "rich and monied interests" and this apparent increase has been written about extensively. Therefore, we thought it important to correct the record on this question. As the table above indicates, the percentage who associate the Republican party with rich, powerful and monied interests has increased only marginally over the past three years.

Nonetheless, such associations are the predominant connections that people make with the party on an unaided basis. Additionally, mentions of "monied interests," "business," and "not for the people" represented a larger share of all descriptions of the GOP in 1990 (46%) than they did in 1987 (41%).

We feel it is also important to point out that our conclusions about the degree to which such perceptions affect the Republican party were not based on the results of <u>one</u> question but on a pattern of replies. The overall conclusions of the study remain the same.

At a time when cynicism about politics has increased among lower and middle-income voters, perceptions of the GOP as the party of the rich and powerful hamstring its electoral efforts. Republican success and the public's increasingly favorable view of its abilities are undercut by public distrust of its motives and interests (see citations below***).

The Times Mirror Center makes every effort to provide its public with useful, comprehensive and accurate data. We regret this unfortunate error. An amended copy of the complete report will be sent to you for your files.

See the following questions:
Q. 314(h) - pp 50-51
Q. 314(i) - p 52
Q. 8-9 Re-interview survey - p 5